What is Claimed:

1.   A method for matching members of an online community based on personal profile characteristics including physical attractiveness, comprising the steps of:

accepting and posting photographic images of respective members of the online community;

accepting rankings of the physical attractiveness of the respective members of the online community from other members of the online community;

storing accumulated community rankings of the physical attractiveness of the respective members of the online community with other characteristic data of the respective members of the online community; and

facilitating a search of a member database by a member of the online community for other members of the online community having physical attractiveness rankings in a range specified by the member.

2.   A method as in claim 1, wherein said step of storing accumulated community rankings of the physical attractiveness of the respective members of the online community comprises the steps of determining a percentage of members who rated a particular member to be physically attractive and placing said particular member in a community group including members having an accumulated community ranking in a range including said percentage, whereby said search step includes the step of searching the member database for members of selected ones of said community groups.

3.   A method as in claim 1, wherein said search step includes the steps of returning search results including profiles of members of the online community that have been ranked by the member as being in said range specified by the member and excluding in said search results profiles of members of the online community that have been ranked by the member as being outside said range specified by the member.

4.   A method as in claim 2, wherein search results are returned in said searching step for a range of community groups, specified by a searching member, about the community group to which the searching member is assigned.

5.   A method as in claim 1, wherein said step of storing accumulated community rankings of the physical attractiveness of the respective members of the online community comprises the

step of ranking the physical attractiveness of a target member of the online community on a numerical scale and said search step includes the steps of returning search results including profiles of members of the online community that have been ranked by the member as being in said range specified by the member and excluding in said search results profiles of members of the online community that have been ranked by the member as being outside said range specified by the member.

6.   A method as in claim 1, wherein said step of storing accumulated community rankings of the physical attractiveness of the respective members of the online community comprises the step of ranking the physical attractiveness of a target member of the online community on a numerical scale and said search step includes the steps of returning search results including profiles of members of the online community that are ranked by other members of the online community having a physical attractiveness ranking that is similar to the physical attractiveness ranking of the member as being in said range specified by the member and excluding in said search results profiles of members of the online community that have been ranked by said other members as being outside said range specified by the member.

7.   A method as in claim 1, further comprising the step of permitting a member ranking a target member to specify whether or not the target member is to be notified that the target member has been ranked by said member.

8.   A method as in claim 2, further comprising the step of adjusting ranges of accumulated community rankings defining said community groups for the member based on the degree of harshness to which that member ranks the physical attractiveness of the other community members.

9.   A method as in claim 6, further comprising the step of adjusting rankings of target members based on a validity factor for each ranking from members in a group having similar accumulated community rankings, whereby rankings of target members are proportioned relatively evenly across different groups having similar accumulated community rankings, said validity factor assuring a relatively even weighted average of each ranking across all of said different groups.

10.   A method as in claim 1, further comprising the step of restricting the display of a member's personal profile characteristics to other members of the online community in accordance with the physical attractiveness of the other members of the online community as determined by each member's accumulated community ranking.

11.   A method as in claim 8, further comprising the step of restricting the display of the member's personal profile characteristics while in a chat room so that only other members in the chat room having an accumulated community ranking in a range specified by the member may see the member's personal profile characteristics.

12.   A web server that delivers web pages to members of an online community based on personal profile characteristics including physical attractiveness of the respective members, comprising:

a member database;

a central processing unit with associated memory; and

software comprising instructions stored in said associated memory, wherein when said software is executed by said central processing unit, web pages are made available to the respective members of the online community that function to:

elicit and accept photographic images of respective members of the online community;

post the photographic images of the respective members of the online community;

elicit and accept rankings of the physical attractiveness of the respective members of the online community from other members of the online community;

store accumulated community rankings of the physical attractiveness of the respective members of the online community with other characteristic data of the respective members of the online community; and

facilitate a search of the member database by a member of the online community for other members of the online community having physical attractiveness rankings in a range specified by the member.

13.   A server as in claim 12, wherein the accumulated community rankings of the physical attractiveness of the respective members of the online community are stored in the member database and said software further determines a percentage of members who rated a particular member to be physically attractive and places that the particular member in a community group including members having an accumulated community ranking in a range including said

percentage, whereby said software searches the member database for members of selected ones of said community groups.

14.   A server as in claim 12, wherein said software return search results including profiles of members of the online community that have been ranked by the member as being in said range specified by the member and excluding in said search results profiles of members of the online community that have been ranked by the member as being outside said range specified by the member.

15.   A server as in claim 13, wherein said software returns search results for a range of community groups, specified by a searching member, about the community group to which the searching member is assigned.

16.   A server as in claim 12, wherein said software enables a member to rank the physical attractiveness of a target member of the online community on a numerical scale and said software returns search results including profiles of members of the online community that have been ranked by the member as being in said range specified by the member and excludes in said search results profiles of members of the online community that have been ranked by the member as being outside said range specified by the member.

17.   A server as in claim 12, wherein said step of storing accumulated community rankings of the physical attractiveness of the respective members of the online community comprises the step of ranking the physical attractiveness of a target member of the online community on a numerical scale and said software returns search results including profiles of members of the online community that are ranked by other members of the online community having a physical attractiveness ranking that is similar to the physical attractiveness ranking of the member as being in said range specified by the member and excludes in said search results profiles of members of the online community that have been ranked by said other members as being outside said range specified by the member.

18.   A server as in claim 12, wherein said software further permits a member ranking a target member to specify whether or not the target member is to be notified that the target member has been ranked by said member.

19.   A server as in claim 13, wherein said software further adjusts ranges of accumulated community rankings defining said community groups for the member based on the degree of harshness to which that member ranks the physical attractiveness of the other community members.

20.   A server as in claim 17, wherein said software further adjusts rankings of target members based on a validity factor for each ranking from members in a group having similar accumulated community rankings, whereby rankings of target members are proportioned relatively evenly across different groups having similar accumulated community rankings, said validity factor assuring a relatively even weighted average of each ranking across all of said different groups.

21.   A server as in claim 12, wherein said software further restricts the display of a member's personal profile characteristics to other members of the online community in accordance with the physical attractiveness of the other members of the online community as determined by each member's accumulated community ranking.

22.   A server as in claim 21, further comprising chat software that generates a chat environment, said software restricting the display of the member's personal profile characteristics while in a chat room generated by the chat software so that only other members in the chat room having an accumulated community ranking in a range specified by the member may see the member's personal profile characteristics.